

10 NEW WAYS TO MAKE MONEY IN JOURNALISM

LE 11 AOÛT 2010 ALEX WOOD

10 New Ways to Make Money in Journalism is a book aimed at writers, broadcasters, students, social media types and anyone interested in finding new ways to make money in the modern world of journalism.

After a decade of doom of gloom surrounding the media industry, 2010 appears to be a much needed breath of fresh air. Complimenting this spirit of enthusiasm and revival, we were thrilled to receive a review copy of **Adam Westbrook's** latest ebook, *Next Generation Journalist: 10 New Ways to Make Money in Journalism*.



nextgeneration journalist

10 new ways to make money in journalism in 2010

Who's it for?

10 New Ways to Make Money in Journalism is the first in a new series of books aimed at writers, broadcasters, students, social media types and anyone interested in finding new ways to make money in the modern world of journalism.

About the writer

Adam describes himself as a multimedia journalist, lecturer, blogger and writer. He left his full time job as a radio reporter in the North East of England to pursue a freelance career in London. We've also had **the pleasure of working with him** and can confirm he's a thoroughly top bloke. We asked him why he feels now is the time to launch the book:

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It's never been a better time... the industry is ripe for change you can almost feel it in the air, poised, just waiting for someone to come along and make it happen. The best thing is anyone can be this change – it doesn't matter how old or young you are and for the first time, experience not necessary!

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Contents

You'll find the book divided into ten practical sections covering content aggregation, setting up a hyperlocal site and even creating your own multimedia collaborative. The tone is both informative and inspirational, think self help meets how-to guide.

.01

Ask yourself: 'why did I go into journalism?'

(Think back when you decided to do journalism. What was it about the field that got you excited enough to go through the rigmarole of applying for courses, doing unpaid work experience, and forking out cash to pay for tuition. The answer will be different for everyone – and don't say "to uncover the truth" just because you think that's what you should write.)

.02

Now sit back, close your eyes and spend five minutes picturing your perfect work day five years from now.

Picture it in vivid detail, and write down your description in as much detail as possible. What time do you get up? How do you get to work? Do you work from home or in a busy office? Do you have to wear a suit or can you wear what you want? Make sure it really excites you.

Even if you're familiar with multimedia journalism you're likely to find many parts of the book useful. For example, Adam has helpfully added hyperlinks to many of his case studies, turning the book into a textbook-like anytime resource. This also makes the book in our opinion more useful in its ebook form.

Highlights include the excellent "Things you can do right away" sections at the end of each chapter which offer practical first steps towards creating your new business.

What it isn't

In contrast to more technology based books such as **Mark Luckie's *The Digital Journalist's Handbook***, this book focuses more on the business and moneymaking side of modern journalism. For example the section on building smartphone apps offers some pointers but you'll need to invest in further reading to know your **objective-c** from your **cocoa**.

Legal issues and the technicalities of starting up a new business are also not covered so be sure read up more on this before opening your first venture. We received the UK copy of the book and understand there will also be a more US focussed version.

Our verdict

10 New Ways to Make Money in Journalism is like having a friend who knows everyone, everything and loves keeping you up to date. It's the friend that doesn't always know about everything in detail, but knows where to point you to find out more. In essence, it's a combination of Adam's expertise, knowledge and contacts and an excellent way to bring you right up to date in 2010.

10 New Ways to Make Money in Journalism goes on sale on 21st May 2010 priced at £6.50 (\$9.50) for its first week and then £10. Find out more at Adam's ebook microsite. This article has been published on **Not On The Wires**

Picture CC from Flickr, **Tony Case**

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